

ART DIRECTOR
MULTIDISCIPLINARY DESIGNER
BROOKLYN NY



EDUCATION

GRAPHIC DESIGNER
Palermo University Buenos Aires Argentina

GRAPHIC DESIGNER
IDC Valencia Venezuela

ADVERTISING
Nuevas Profesiones Valencia Venezuela

LANGUAGES

SPANISH 
ENGLISH 

ART DIRECTOR AND MULTIDISCIPLINARY DESIGNER FOR OVER 15 YEARS WITH STRONG SKILLS TO INTERPRET CLIENT'S NEEDS AND TRANSLATE THEM INTO A MANAGEABLE VISUAL PROJECT. I'M BASED IN NYC, WITH A PASSION FOR CREATING VISUAL SOLUTIONS. MY APPROACH CENTERS ON HAVING A KEEN EYE FOR AESTHETICS AND A PRACTICAL MINDSET. MY EXTENSIVE EXPERIENCE PARTICULARLY SHINES IN PROJECTS THAT REQUIRE VISUALLY CAPTIVATING SYSTEMS OR IDENTITIES, SEAMLESSLY NAVIGATING VARIOUS PRINT AND DIGITAL APPLICATIONS.

PH: 646 2507753 LINK: WWW.BEGOLOPEZ.COM
EMAIL: BEGO@BEGOLOPEZ.COM ADDRESS: 79 CLIFTON PLACE

BEGONIA
LOPEZ

SKILLS

I thrive in collaborative environments, bringing a unique combination of creative vision, and communication skills. As an Art Director I take concepts from inception to completion, developing all visual elements to ensure a cohesive and impactful result. My adaptability and problem-solving abilities allow me to balance artistic vision with client expectations, while my attention to detail ensures that every project tells a compelling visual story. I am committed to fostering a positive work environment that encourages innovation and collaboration.

- ✓ PHOTOSHOP
- ✓ ILLUSTRATOR
- ✓ AFTER EFFECTS
- ✓ CREATIVE SUITE

WORK EXPERIENCE

2011 - PRESENT | NEW YORK

Freelance Art Director | Motion Graphics Art Director | Graphic Designer
Directed and created visuals, FX, and graphic packages for award-winning documentaries showcased at international film festivals. Developed pitch decks and visual concepts for feature films and TV shows. Directed music videos and art directed fashion magazine videos.

2010 - 2011 | MIAMI/NEW YORK | UNIVISION, GALAVISION

Freelance Art Director | Motion Graphics Art Director | Graphic Designer
Created visuals, FX, and graphic packages for series and TV shows across the networks.

2009 MIAMI

Freelance Art Director | Motion Graphics Art Director | Graphic Designer
Designed visuals, FX, and graphic packages for documentaries and features, TV branding, and music videos.

2006 - 2008 | NEW YORK

Freelance Art Director | Motion Graphics Art Director | Graphic Designer
Developed visuals and FX for movies, documentaries, and music videos. Served as Art Director for a collaborative 12-minute video piece for The Whitney Museum of American Art.

2002 - 2005 | HOUSTON

Freelance Graphic Designer Motion Graphics Art Director.
Created visuals, art publications, and graphic identities for Galleries and personal projects. Served on the Artist Board of DiverseWorks Art Space and on the Promotions Board of Blaffer Art Museum.

ADDITIONAL STUDIES

EMIR KUSTURICA MASTER CLASS

10 hour Master Class on Filmmaking and Aesthetics
MALBA Museum, Buenos Aires, Argentina.

SCRIPT WRITING

40 hour course
Buenos Aires Comunicacion with Prof. Gerardo Yoel
Buenos Aires, Argentina.

FILM CRITIC

40 hour course
Buenos Aires Comunicacion with Prof. Eduardo Russo
Buenos Aires, Argentina.

AWARDS

GRANT, FUNDACION GRAN MARISCAL DE AYACUCHO

Venezuelan Government full grant awarded
to studying the career of Graphic Design in Buenos Aires

OFF WORK

IN ADDITION TO MY WORK AS AN ART DIRECTOR, I AM AN ACTIVE VISUAL ARTIST, EXPLORING THE INTERSECTION OF NATURE AND TECHNOLOGY THROUGH VIDEO ART, PHOTOGRAPHY, AND GRAPHICS. I EXPLORE THIS FUSION, CRAFTING WORKS THAT BRIDGE THE GAP BETWEEN THE NATURAL WORLD AND MODERN TECHNOLOGY, CREATING A HARMONIOUS YET DYNAMIC VISUAL EXPERIENCE.

EXHIBITIONS

2019

Between Stillness, Dillon Kyle Architects, Houston
1.39min. Video animation piece, music and sound by Victor Melton. Prints.

2018

Neverending Maiden, Nicole Longnecker Gallery, Houston
1.39min. Video animation piece, music and sound by Victor Melton.

2007

Bodymaps, The Whitney Museum of American Art, NYC
Collaborative 12min. Video animation piece. Direction, Art Direction and Animation

2004

Fotofest Pixel-Plexi, Peel Gallery Houston, TX
First Solo Exhibition. Photography and etched plexiglass. FotoFest Biennial

2003

"Art, Architecture, six artists", (with Katy Anderson, Patrick Medrano, Dale Stewart, Frank A Porreco III and Lucinda Coble) Photography, integrated into a redesigned and renovated house (by Design Concepts International), Houston, TX

HOBBIES

✓ FILM

Film is a constant source of inspiration, offering visual storytelling, composition and narrative techniques that deeply influence my creative approach.

✓ MUSIC

Music shapes my visual ideas, helping me craft atmospheres and moods. It's an integral part of my process, often guiding the tone and emotional direction of my projects.

✓ ART

I'm drawn to art for its profound ability to express human creativity and reflect the complexities of thought and emotion. I see it as a testament to our capacity to create beauty, convey ideas, and inspire meaningful dialogue.

✓ FASHION

Fashion fascinates me as a reflection of cultural shifts. I enjoy analyzing how design, color, and texture evolve into trends, influencing both style and visual communication.



@begovisualcreative

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<https://www.behance.net/Begolop>



<https://vimeo.com/begolop>

www.begolopez.com